



Week 5 Assignment: Site Launch Planning

Overview

Produce a site launch plan with provisions for pre-launch testing and post-launch administration. Site launch plan contains at least 10 total best practices from the Kaiser checklists. Provisions for pre-launch testing and post-launch administration include three or more best practices for testing and three or more for post launch administration from the Kaiser checklists. Accomplished plans will also contain specific examples from student's school site on NewSchoolSpaces.net.

Rubric

Use the following Rubric to guide your work on the Week 5 Assignment.

Tasks ↓	Accomplished 10 The evidence suggests that this work is a "Habit of Mind." The educator is ready to mentor others in this area.	Proficient 8 The evidence suggests that performance on this work matches that of a strong educator.	Needs Improvement 6 The evidence does not yet make the case for the educator being proficient at this task.
Site Launch Planning	Site launch plan contains at least 10 total best practices from the Kaiser checklists. Provisions for pre-launch testing and post-launch administration include three or more best practices for testing and three or more for post launch administration from the Kaiser checklists. Accomplished plans will also contain specific examples from student's school site on NewSchoolSpaces.net.	Site launch plan contains at least 10 total best practices from the Kaiser checklists. Provisions for pre-launch testing and post-launch administration include three or more best practices for testing and three or more for post launch administration from the Kaiser checklists.	Site launch plan contains fewer than 10 total best practices from the Kaiser checklists. Provisions for pre-launch testing and post-launch administration include fewer than three best practices for testing and/or fewer than three for post launch administration from the Kaiser checklists.

Directions and Resources

- Submit the assignments to your Academic Coach in MS Word Format by the end of Week 5. These will need to be downloaded from Google Docs into the MS Word Format before you submit them.

My “La Vernia ISD Website Design Project Site Launch Plan” was created and posted as a Google Docs document, and is available for viewing at:
<http://docs.google.com/Doc?docid=0AWKZ4Hgl0ijxZGNoY2RxODhfOWRzaGpyY2Rw&hl=en>

Cut-and-pasted copy of EDLD 5388 Site Launch Plan Week 5 Assignment from Google Docs as requested in the attached rubric:

EDLD 5388 Site Launch Plan Week 5 Assignment

Allen David Bordelon ET8012 Cohort 5 June 23, 2010

**EDLD 5388 Site Launch Plan for La Vernia ISD
La Vernia ISD Website Design Project Site Launch Plan**

Executive Overview

Thanks to all the hard work the LVISD Web Site Management Team put in during the design phase, and the excellent programming and support received from NewSchoolSpaces, our new Website is nearing zero-hour on the launch date. Much testing has already been done, but we need to codify and review procedures for the final pre-launch testing, the launch itself, and post-launch administration.

Industry best-practices are reflected in this document, and this plan incorporates many best-practice checklist recommendations from Kaiser's (2006) definitive work on this subject, "*Deliver First Class Web Sites: 101 Essential Checklists*." The recommendations below also include specific examples and references from our NewSchoolSpaces site as appropriate.

Pre-Launch Testing and Preparations

During pre-launch testing, we must perform a final review of our entire Website, being sure to check all templates, HTML and other markup, layouts and CSS (Cascading Style Sheets), content (including a final proofread), functionality, and server-side, hosting-related requirements.

Pre-Launch Testing and Administration Procedures:

1. Ensure that all web page templates adhere to the style guidelines in the [LVISD School Web Policy](#) and [Website Content Management Procedures](#).
2. Ensure that all our CSS style sheets are validated. This includes checking all validation errors, as some CSS validation errors negatively impact browser rendering of our pages; this step also includes conducting cross-browser and cross-platform testing, making any necessary corrections to our CSS.
3. Check all page layouts and formatting for consistency.

4. Check that all images are formatted correctly and optimized, and that all lists and tables are formatted and display correctly.
5. Ensure that all content templates are complete, and include detailed operational instructions. Our [NewSchoolSpaces Website](#) already includes [content management procedures](#) containing operational instructions on how to post content and an [explanatory vodcast](#) regarding the reasoning behind our procedures (please note you must be logged into NewSchoolSpaces as an authorized user to view these materials).
6. Check the accuracy of our web page titles, and proofread both the titles and the article content for correct spelling and grammar.
7. Ensure that all required legal information on our site is posted and accurate. This step includes checking our copyright information and all links to our privacy policy and terms of use pages. Additionally, this step requires verification that all Federal, State and locally-required postings, such as utility bills and NCLB report cards, are posted.
8. Check all internal and external links (verify that global navigational links, local and section navigational links, internal page navigation links and content hyperlinks point to the correct locations and that none are broken) using the automated link checking program [Xenu Link Sleuth](#).
9. Check the functionality of all forms and form elements to ensure they operate properly, and test all scripting functions.
10. Check server-side requirements by verifying that all domain names point to the correct server, the Website's statistics logging software is working properly, and that scheduled backups are configured and running properly.
11. Initiate soft launch by freezing all website production and modifications, moving all necessary directories, files and databases from development server(s) to live server(s), and verifying all functions after the migration is complete.
12. Provide website maintenance training to educate all staff who will maintain the site and who are responsible to sustain the LVISD Website's original look, feel, and cohesiveness.

Site Launch Activities

1. Coordinate the LVISD Website launch with related events including mailouts, local newspaper announcements and announcements posted on the old LVISD site.
2. Create handover package including original copies of all templates, style sheets, files, databases, images and articles, login information and contact information for all involved parties.
3. Schedule the actual launch during off-peak hours in the early-week timeframe (e.g., Monday at 11:00pm) to minimize disruptions to clients and to maximize the availability of support and troubleshooting staff.
4. Launch!

Post-Launch Administration

It is critical to plan for post-launch, follow-up activities in order to keep the new LVISD Website fresh and current, and to ensure all our content management standards are upheld. Many of these procedures formalize required maintenance and administrative activities.

Post-Launch Testing, Maintenance and Administration Procedures:

1. Review and initiate the levels of support and training that will be provided, along with their timeframes, as detailed in the LVISD Site Hosting SLA (Service Level Agreement).
2. Review and refine as needed the parties responsible for updating the LVISD Website content, the party responsible for fixing bugs (both programming/markup bugs as well as typos and content-related errors), and the party who will respond to website-related email(s).
3. Review and initiate methods to deal with post-launch usability issues as they arise.
4. Review all resources and ensure that they are sufficient to cover the web site maintenance schedule; make adjustments as needed.
5. Review and refine as needed the party responsible for monitoring the performance of the web site and resolving both connectivity and server-related issues.
6. Initiate performance of scheduled updates, and plan for future updates.
7. Examine user feedback and usability test results from [LimeSurvey](#) Website User Survey.
8. Verify that periodic, offsite backups of the entire LVISD Website are being performed and maintained in accordance with both the La Vernia ISD Disaster Recovery Plan and the NewSchoolSpaces SLA.
9. Ensure that appropriate resources are available to perform website maintenance, including verifying that each team member involved with the site's maintenance can perform their job efficiently and correctly and has access to the appropriate tools, training, files, and documentation as required.
10. Provide orientation and training to all new team members, including provision of appropriate access to all site documentation, login and account information, testing and quality assurance materials and access to appropriate tools.
11. Perform publicity-related tasks, including updating existing print materials that include the website URL, ensuring all new print materials include the correct website URL, and the consideration of other advertising and publicity-related options.
12. Ensure all District staff involved with web site maintenance possess and maintain adequate skills; this requirement must be incorporated into each employee's Personal Professional Development Plan (PPDP).
13. Implement regularly scheduled site updates and site reviews.
14. Review, validate and approve all site updates and changes in accordance with [La Vernia ISD Website Content Management Procedures](#).

15. Implement daily administrative duties including reviewing server logs, responding to website-related email, reviewing feedback forms, and verifying the LVISD Website is online, fully functional and secure.
16. Perform monthly site-wide validation and performance tests and perform adjustments as needed.
17. Collect and report qualitative and quantitative site performance metrics for analysis during regular meetings of the La Vernia ISD Web Site Management Team.
18. Conduct regular meetings of the La Vernia ISD Web Site Management Team to review performance objectives, progress towards site goals, and to plan for and implement site upgrades and changes.
19. Perform semi-annual check on software updates, licensing, and registrations.
20. Annually renew domain name registrations and update all copyright dates.

Recommendations

Based upon analysis of this site launch plan, it is hereby recommended that a subcommittee of the La Vernia ISD Web Site Management Team, to be known as the Web Oversight Committee, be formed to oversee the ongoing maintenance and administration of the web site. This subcommittee is to report to the full Web Site Management Team as needed during regularly scheduled meetings.

It is further recommended, based upon the scope of work that NewSchoolSpaces will be performing on an ongoing basis as our hosting partner, and also based upon their excellent performance during the development of our site, that La Vernia ISD initiates action toward enhancing our relationship with NewSchoolSpaces. New services should be requested from NewSchoolSpaces as a part of this enhanced relationship, including improved service levels, professional development for our teachers, and classes for our parents. Further services, and/or service level adjustments, may be requested from NewSchoolSpaces based upon quantitative performance data from the [Google Analytics Engine](#) and qualitative performance data from the [LimeSurvey](#) Website User Survey regarding usage and performance of the LVISD Website.

References:

Kaiser, Shirley (2006). *Deliver First Class Web Sites: 101 Essential Checklists*. Melbourne, Australia: SitePoint Pty. Ltd. p. 281-315.